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DIGEST

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Masters Attends WB Sales Meeting

By JAY L. SMITH

For the past six months or more I have been reading with interest the arguments pro and con, in respect to Pay-As-You-See or Toll TV. At times, I have felt that as fas as theatre owners and operators are concerned, the Industry would be better off, and actually have a less serious competitive problem from Toll TV than they would have from the present, free TV shows, but then in digesting the various briefs I have wound up more confused than ever.

One of the big arguments in favor of the Toll TV has been the theory that TV programs would be infinitely superior if they were on a pay-as-you-see basis. Possibly this may be true, but after seeing the Ford Jubilee Program last Saturday night, over CBS-TV, I cannot imagine how any change in the method of paying production costs for programs, could result in a better show than the Mary Martin-Noel Coward Spectacular.

For those of you, particularly outside Toronto, who did not see this show, I would like to pass on the information that not only in my opinion but according to all the experts, and millions of viewers, this was one of the greatest entertainment pieces that has ever gone over the airwaves. For one-and-one-half hours, two great entertainers, Noel Coward and Mary Martin, alone held the centre of a blank stage, and turned in the greatest performances we have ever seen on Television.

No fancy sets were used, no elaborate backdrops, no hundred-piece orchestra, at least not visible, and no production numbers; just these two great stars, singing the

(Continued on Page 2)

Reports On Maj. Albert Warner Address And Upcoming Product

Toronto: Haskell Masters, Warner Bros.' Canadian general manager, attended a two-day home office meeting last week presided over by Ben Kalmenson, vice-president in charge of distribution. The meeting discussed Warner's release schedule through the end of next summer. Included were: "Rebel Without a Cause," CinemaScope; "I Died a Thousand Times," CinemaScope; "Sincerely Yours;" "The Court-Martial of Billy Mitchell," CinemaScope; "Miracle in the Rain;" "Helen of Troy," CinemaScope; "The Lone Ranger;" "The Darker

(See MASTERS Page 2)

Equipment Companies Host To Mar. Exhibs

Toronto: George Cuthbert, president and general manager of General Theatre Supply Co. Ltd., has returned from a Maritime trip during which he attended the annual luncheon at Saint John of

(See EQUIPMENT Page 2)

VARIETY TENT 28 1956 CREW

HERB ALLEN
GEORGE ALTMAN
CLARE APPEL
JOE BERMACK
LOU DAVIDSON
JACK FITZGIBBONS
DAVE GRIESDORF
DAN KRENDEL
ERNIE RAWLEY
NAT TAYLOR
AL TROYER

Meridian-Rapid Grip & Batten Merger-Roffman Heads Product'n

Toronto: A merger between the Motion Picture Division of Rapid Grip and Batten, Limited, and Meridian Productions Corporation Limited, soon to be announced, is described by Mr. J. H. Batten as an important stride in the development of a motion picture industry for Canada.

The organization, operating under the name of Batten Films, a division of Rapid Grip and Batten, Limited, will make its headquarters at 1640 The Queensway,

(See MERIDIAN Page 2)

Heiber's Toronto UA Branch Tops In Drive

Toronto: United Artists Toronto branch headed by George Heiber along with UA branches in Los Angeles and Pittsburgh have cap-

(See HEIBER Page 3)

Rothsteins Acquire Weyburn Theatres

Weyburn: Soo Theatres, Ltd., operating the Soo and Hi-Art theatres and the Twi-Lite Drive-in at Weyburn, Sask., has sold its interests in that city to Rothstein Theatres, Ltd.

(See ROTHSTEINS Page 3)

Set "Movie Month"

Kingston: Although there has been no managers association at Kingston, Ont., in the usual sense, the four theatres there, the Capitol,

(See MOVIE MONTH Page 3)

WARNER CANADIAN NEWS HONOURED PHIL PENDRY, Warner Pathe Canadian News cameraman ((right), receives congraltulations from HASKELL M. MASTERS Warner Bros. general manager in Canada, on winning second prize in the newsreel division of the 12th annual competition sponsored by the National Press Photographers Association in conjunction with Encyclopaedia Britannica. Pendry is the first Canadian to win an award in this world-wide contest.

VARIETY CLUB, TENT 28, WAS PRESENTED WITH CHEQUES OF $500 FROM GEORGE ALTMAN (MAKING A TOTAL OF $16,003.05 SUBMITTED BY ALTMAN); $549.54 FROM THE GUELPH MANAGERS ASSOCIATION; AND $100 FROM N. BYERS, REGINA. THE CLUB WILL RECEIVE A NET OF $6,500 FROM THE SCOTS GUARDS SHOW.

On the Beam

(Continued from Page 1)

type of songs that have made them famous, both in solos and duets, with the occasional dance routine thrown in for variety. It was fabulous, the type of show that anyone, with the money, would have been very willing to pay $5.00 or $7.50 a seat to see.

If this calibre of program can be produced under the present system of sponsored TV, then I must confess I cannot see the necessity for Toll TV, as a means of boosting the quality of Television programming.

Incidentally, and I pass this along for free to any live-wire exhibitor whose theatre is in one of the areas that carried, or is scheduled to carry, the Mary Martin-Noel Coward Show, how about trying a re-issue double-bill of "In Which We Serve" (JARO) and "The Great Victor Herbert" (Para.). I believe both exchanges have prints still available, and it is my guess the double-bill would sell a lot of tickets.

Eastern Film Council Holds Annual Meeting

Prescott: At the annual meeting of the Eastern Ontario Federation of Film Councils held at Prescott, the special speaker, Lyle Stewart of the National Film Board declared:

"We have got to live with television and we have to use it but we don't want TV to interfere with the film council movement or our commercial distribution."

Charles Dowton of Oshawa was elected president of the Eastern Ontario Federation in succession to William Graff of Peterborough, who had held the office for three years. Claire Keevil, Port Perry, accepted the McDowell Efficiency Award of the year in behalf of the York-Ontario Counties Film Council.

Republic Studios Announce Promotions

Hollywood: Republic Studios, in a reorganization move, advanced Lewis T. Rosso from production manager to executive assistant to Jack E. Baker, vice-president in charge of all studio operations.

Moving up into the production manager post is George Santero, formerly production operations manager.

Assisting Santore will be Robert Ciofani, who is taking over the production operations office.

MASTERS

(Continued from Page 1)

Hour," CinemaScope; "The Searchers," and "The Spirit of St. Louis."

Mr. Masters on his return to Toronto reported that one of the highlights of the sessions was the address by Major Albert Warner. Mr. Masters quoted Warner as stating that the motion picture industry is undergoing a definite economic upsurge that "will continue indefinitely as long as our company, and other companies, adhere to the policy of producing and distributing top quality pictures."

"Today," the Major asserted, "more than any other period in the history of this business, it is the excellence of the product that counts. In a sense, we ourselves are responsible for creating a more demanding and discriminating consumer public for our pictures. By constant research and experimentation, we have made tremendous improvements in methods of filming and projecting motion pictures. When I think back over the decades of my association with this industry, I can tell you proudly that this business can match any other great industry when it comes to progress and the forward look."

"As for the future," Major Warner declared, "I predict that our business will be healthier than ever. With a general economic picture of continued health and growth, the way is open to a truly golden era for this industry. I know that my brothers Harry and Jack are determined to meet the demands of the time by a continuous supply of truly great motion pictures. And I am certain that you, Ben Kalmenson, and all of the men in your distribution force, as well as our advertising and publicity departments, will merchandise and market these motion pictures with the enterprise and the success which Warner product deserves."

EQUIPMENT

(Continued from Page 1)

the Maritime Motion Picture Exhibitors Association.

The company and Dominion Sound Equipments Limited, the latter represented by D. A. Turnbull, Montreal, were hosts for a cocktail party at Saint John for the many exhibitors and managers.

President A. J. Mason and F. Gordon Spencer, vice-president, were named delegates for the Maritime association for the national industry conventions at Toronto November 1-3.

MERIDIAN

(Continued from Page 1)

and all administrative and technical personnel of both studios have been retained in the change-over.

In charge of all aspects of production for Batten Films are Ralph Foster and Julian Roffman, the partnership which established Meridian Productions and brought the company to widespread recognition as producers of high quality motion pictures. Manager of Batten Films is Ralph Foster, formerly president of Meridian Productions, and Julian Roffman is Director of Production, the same position he held with Meridian. Gerald J. Keeley will concentrate on the direction of sales, which formerly he included in his other activities.

"These changes place a highly qualified specialist in each phase of our film operations," Mr. Batten stated. "Batten Films, in my opinion, is now in the strongest position in its history, staffed and equipped to undertake the production of films for television, industry, and government agencies — in fact, for any theatrical or non-theatrical presentation."

Julian Roffman who, as Director of Production, is responsible for the entire Batten Films production program, brings to his new position a background of experience in Canada, the United States and Europe. He returned to Canada a year ago because, he says, he "believed that film production in Canada was about to come of age."

As an independent producer, Roffman's screen credits include feature films for Eagle-Lion and Republic, short subjects for RKO-Pathe, Paramount, March of Time, and Universal. He has made more than 400 films covering the documentary, television, commercial, musical, and industrial field and, in addition, a number of dramatic films for television. In 1954 he produced and directed, for the Columbia Broadcasting System, a film entitled "Gate 27," which was awarded the Howard Blakeslee Award for distinguished service in the science field.

R. T. Manuel

Montreal: R. T. Manuel, has been appointed sales and service representative in St. John's, Newfoundland, by J. McEwan, Halifax district manager for Dominion Sound Equipments Limited.

For the time being Mr. Manuel will make his headquarters in the Northern Electric office at 32 Adelaide St., St. John's Newfoundland.

Mrs. Crawley, Guest At Women's Forum

Ottawa: The film industry of Ottawa has boosted the cultural life of the capital, declared Mrs. F. R. Crawley during a meeting of the Ottawa Women's Forum. Mrs. Crawley, wife of the founder and president of Crawley Films Limited of Ottawa, Montreal and Toronto, was guest speaker at the meeting and told how the production of films in Ottawa has given employment to Canadian musicians, artists, writers and actors.

Speaking about Canadian documentary films, many of which she herself produced at her husband's studios, Mrs. Crawley stated that Canada was a top-ranking producer in this field, but of necessity lacked a feature film industry. British and American films, using the same language, and with a common cultural background, and the small theatre-going population discouraged feature production in Canada.

Curtain At 8.30 Works In Osoyoos, Br. Col.

Osoyoos: The Sunland Theatre at Osoyoos near the U.S. border and in the Canadian fruit belt, which has been having tough times recently, came up with an idea which is paying off through cooperation of film exchange manager Jack Reid of JARO, who convinced Manager Jette of the Sunland to try out "Curtain at 8:30."

Putting over a special campaign and starting out with "Hamlet" on a midweek night, he cut out his pop-corn machine, and gave a swank preview after an extensive advertising campaign.

The idea, although not new, is worth a try with other houses.

JARO Picture Shown For Red Feather Meet

Vancouver: Warmest thanks were expressed to the J. Arthur Rank Film Distributors in Vancouver by the 1955 Campaign Committee of the Community Chest for arranging a special showing of the production "The Night My Number Came Up" at a Red Feather Canvassers' Rally on the evening of October 2nd.

The Rally was a great success and the attendance was twice as high as that at any of the previous rallies.

In a letter to the Vancouver branch office of JARO, the Campaign Chairman, Mr. R. M. Moore, assured them that the film was most favorably received and provided a fine conclusion to the evening's entertainment.

ROTHSTEINS

(Continued from Page 1)

The Soo will be redecorated, the Hi-Art will be extensively remodelled and improvements are planned for the Drive-in.

Managing the theatres for the Rothstein interests is Maynard Gray, who has been a manager at Rivers, Man., for the past seven years. He earned his first class operator's licence in Moose Jaw and managed Rothstein theatres in southwestern Saskatchewan before going to Rivers.

Former manager of the Soo theatre, Tom Metcalfe, has moved to Winnipeg.

Acquisition of the Weyburn groups brings to 17 the number of theatres operated by the Rothstein organization. The first theatre was at Mossbank, Sask., and the second at Assiniboia.

The deal brought to an end a five-year run in Weyburn for Soo Theatres, Ltd. The company, headed by Phil Bodnoff, Regina, built the Soo and opened it in January, 1950. In April of the same year the company purchased the Hi-Art and ran it until it was closed in 1953. The Twi-Lite Drive-in was constructed and opened last season.

Sutherland Circuit To National Booking

Toronto: Lionel Lester's National Booking have taken over the booking for the six-theatre Sutherland circuit. The theatres are the Park and Capitol, Goderich; Lyric, St. Mary's; Regent, Seaforth; Roxy, Clinton; and the Plaza, Mitchell.

In addition National Booking some weeks back acquired the Empire, Cochrane, and the Regent, Creighton Mines, for its booking and buying organization.

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To Nanaimo
From Grand Prairie
To Granby

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Across the Country

Toronto and District

In co-operation with Station CKOC at Hamilton, Manager Don Edwards of the Famous Players' Tivoli Theatre had the annual Homemakers Show for a morning performance Oct. 17 at 55c for adults and 20c for children. The program consisted of radio entertainers and the feature picture "Wichita", along with numerous prizes for patrons.

• • •

The Canadian Drive-In near St. Catharines presented its regular program Oct. 17 under the auspices of the Grantham Township Police Association with proceeds being turned over to a fund for the promotion of safety among school children of the township, the admission being $1 per car. Its sister theatre there, the Lakeshore Drive-In closed for the season on the previous Saturday, Oct. 15.

• • •

Manager Jimmie Chalmers of the Odeon Theatre gave a private showing of two J. Arthur Rank productions over the week-end. The small group of newspaper, television and radio film reviewers, and special guests of the management, were given their first glimpse of The World Our Audience and Doctor at Sea, the latter a VistaVision and color feature length production which will open shortly at the Odeon.

Ottawa

The Foto-Nite jackpot at the Eastview, Francais, Centre, Somerset and Linden theatres has mounted to the near-high total of $3,650 after the weekly Wednesday draw the other night. Main prize includes a large sum in cash, $1,000 in merchandise at a local jewelry store and groceries to the amount of $500 from any district IGA store.

Maritimes

Mrs. Mabel V. McCombie, cashier at the Paramount Theatre, Edmonton, calmly foiled a robbery attempt recently when she refused to turn over the box-office receipts when requested to do so by an armed bandit. The man passed a threatening note to Mrs. McCombie and became nervous when she made no move to give him the money. R.F. Reinhardt, the assistant manager, gave chase but lost the man in a crowd.

Three nights later a holdup attempt was made at the Empress Theatre and the try was foiled when Mary Matichuk, the cashier, pressed a warning buzzer. The man was chased by D. M. Henning, assistant manager. and Bert Bauer, doorman. Two suspects were arrested later.

• • •

Nipawin Theatres, Ltd., has dropped plans for an $800,000 business centre in Regina which was to have included a 1,000-seat theatre. The site was purchased by the company for $12,000. Permission has now been sought from the city by the theatre organization to bulid an apartment block and shopping centre to cost from $555,000 to $665,000.

Vancouver

Owen Bird, president of British Columbia's Exhibitors Assoc., and a partner in the Bird-Toffy circuit is leaving for Toronto to attend the National meeting of the MPTA of Canada. While in Toronto he will also represent the Vancouver Branch of Canadian Picture Pioneers at their annual dinner and meetings.

• • •

Edward Garofoni of the Totem theatre Prince Rupert, was in town for a medical check-up. Paul Harmond, veteran theatre man who operated theatres all over B.C., was in charge of the Prince George Drive-in for the past summer.

• • •

The new 750-seat theatre being erected at the smelter town Kitimat in Northern B.C. by Harry Howard of Vancouver and Cecil Steele of Smithers is away behind schedule because of construction problems and will not open before January 1956. The Trevlyn theatre at Kinistino, Sask., has been sold by Jake Troon to G. Beauleiu. It is a 300-seater.

MOVIE MONTH

(Continued from Page 1)

Odeon, Biltmore and Grand, have combined for the observance of a "Movie Month" celebration, the drive being launched with an impressive two-page combination layout in the Kingston Whig-Standard.

"Movies Are Still Your Best Entertainment" is the adopted theme while a feature of the campaign, in co-operation with the newspaper, is a contest for which the first 50 correct replies each received a pair of free tickets to a local cinema.

The four theatres have booked special attractions for the co-operative drive.

HEIBER

(Continued from Page 1)

tured the three first-place prizes in the second lap of the Max E. Youngstein "Coats Off Drive." The 32 UA exchanges are competing in three groups of equal grossing potential. The Calgary branch took second place in the third group.

Dryden Pioneer Exhib Marshall Bailey, Dies

Dryden: Mr. Marshall Bailey, of the Strand Theatre, Dryden, Ontario, passed away at his home on Saturday, October 15th, after a very lengthy illness. Mr. Bailey was in the motion picture business for over 40 years, and was a member of the Manitoba Motion Picture Pioneers. He is survived by his wife, one son — Clayton — four daughters, and four grandchildren. The funeral service took place in Dryden at 2 p.m. on Monday, October 17th. The deepest sympathies of the entire industry go out to the Bailey family.

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THIS
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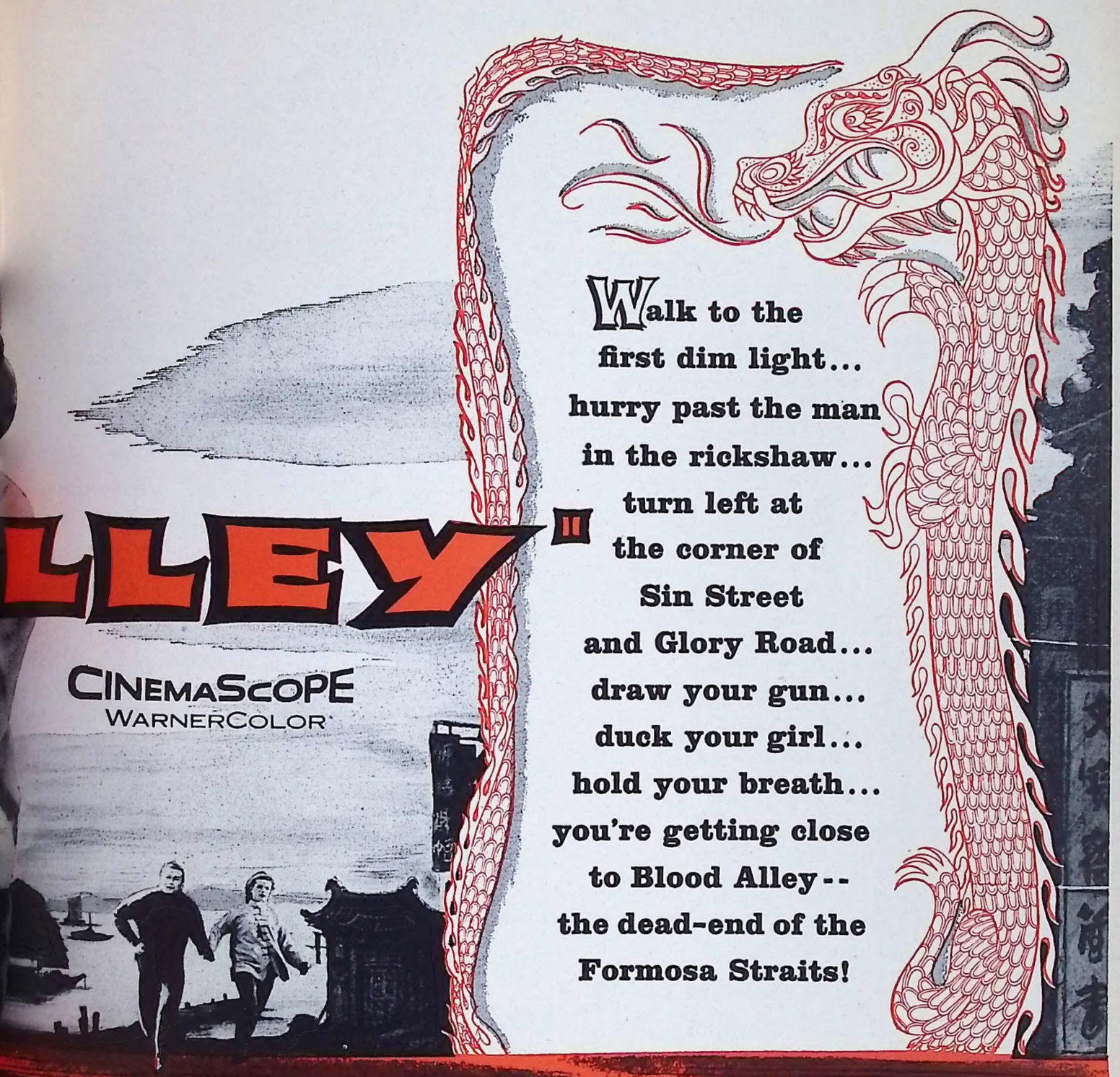
WARNER
BROS.
BLAST
OPEN
"BLOOD A
STARRING
JOHN WAYNE
Crashing out of the hell of a Chinese prison!
with PAUL FIX · JOY KIM · BERRY KROGER · MIKE MAZURKI · ANITA EKBERG · STORY AND SCREEN PLAY BY A.S.



AUREN BACALL

Crashing into his heart!

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REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

SchwalbergSupervises "Rebecca" Release

New York: David O. Selznick announced the conclusion of an agreement with A. W. Schwalberg, President of Artists-Producers Associates, Inc., under which the latter organization will supervise the merchandising and distribution of "Rebecca", the first of the Selznick special productions to be re-released by RKO Radio Pictures.

Schwalberg, who recently returned from Hollywood after a series of conferences with Selznick and Frank I. Davies, President of the Selznick Company, stated:

"It affords me an opportunity to renew an old and pleasant relationship with a great sales organization. I made many valued and lasting friendships at RKO during the three years we lived together with International Pictures, and I look forward eagerly to the opportunity again to work with this hard-hitting team."

Teen-Time Shows

London: W. K. Trudell of the Capitol Theatre, London, organized a number of special arrangements for his series of eight Teen-Time Shows on Saturday mornings which started Oct. 15, with a combination program featuring the personal appearance of Priscilla Wright, the youthful composer of popular songs.

Books of eight tickets were sold for the series at $2.55, representing approximately 31c for each admission, and each of the first 100 purchasers received a free recording of Priscilla Wright's compositions courtesy of Sparton of Canada Limited.

During the series one stage show has been allotted to the University of Western Ontario and each of the local high schools for a program. Many free prizes are being presented to lucky ticket holders. Assisting with the Teen-Time Shows is House Manager Murray Summerville.

Seymour Jacobson WB Saint John Salesman

Toronto: Haskell M. Masters, general manager of Warner Bros. Pictures in Canada, announced the appointment, effective October 1 , of Seymour "Sy" Jacobson as salesman at the company's St. John branch, under Mickey Komar, branch manager.

Jacobson joined Warners Bros. at Toronto in May, 1954, where he was staff member of the booking department.

Al. Ford Elected Pres. Hamilton Mgrs. Assoc.

Hamilton: The Hamilton Theatre Managers Association last week elected Al Ford, manager of the Odeon-Palace, president of the Association. Re-elected to the post of secretary-treasurer was Al's wife Jean with Don Edwards, Tivoli, as vice-president.

The new Board of Directors are Paul Turnbull, Downtown; Kent Craig, Delta and Queens; Mel Jolley, Century; Bus Hodgins, Mountain; Harold Braden, United Amusements Ltd., and John Miller, Cinema.

Capitol, Peterboro FP House, Re-Opens

Peterborough: The big news around Peterborough is that the Famous Players' Capitol Theatre in that city re-opened its doors Oct. 17 after being closed since early in the summer's heat wave, while the Paramount, with its modern cooling system, stayed open.

The Capitol started again with a first-run continuous policy and the announced scale of prices ranges from 15c for children at matinees to the night adult admission of 60c.

Imperial, Ottawa Gets Renovation

Ottawa: The Imperial Theatre, operated on lease by 20th Century (Twinex) Theatres, Toronto, is closed to the public for a complete overhauling renovation. Announcements regarding a new policy and re-opening of what was one of Ottawa's first movie palaces, is expected shortly from Ernie Warren, district supervisor for 20th Century Theatres in Ottawa.

Abrams Moves To ASN

Montreal: Ted M. Abrams, CFCF promotion manager, will join Associated Screen News, Montreal, Oct. 15.

He will write film scripts, create story boards, and be active in ASN's advertising, public relations and sales promotion.

L. W. Brockington Guest Of Gov.-Gen.

Ottawa: Leonard W. Brockington, CMG, QC, president of J. Arthur Rank Organization of Canada Limited and associated companies, was a guest of the Governor General, Rt. Hon. Vincent Massey, at Rideau Hall at the time of the visit of HRH The Princess Royal.

THE BEST PICTURES THIS FALL
WILL PLAY AT YOUR
Odeon Theatres
FROM UNITED ARTISTS: KATHARINE HEPBURN ROSSANO BRAZZI Summertime Color by Technicolor
ODEON'S BIG SHOW SEASON!...
FROM UNIVERSAL-INTERNATIONAL JOSÉ FERRER JUNE ALLYSON The Shrike
FROM 20th CENTURY-FOX The View from Pompey's Head THE NATION'S BEST-SELLER OF THE MODERN SOUTH! Starring DANA WYNTER with RICHARD EGAN It ranks with "PINKY" "GENTLEMAN'S AGREEMENT" CinemaScope
FROM COLUMBIA PICTURES THE MAN FROM LARAMIE JAMES STEWART CinemaScope TECHNICOLOR
FROM 20th CENTURY-FOX "SEVEN CITIES OF GOLD" CINEMASCOPE TECHNICOLOR The Thrilling Battle for California ANTHONY QUINN MICHAEL RENNIE RITA MORENO JEFFREY HUNTER
ALL THE BIG ONES THIS FALL!
FROM UNIVERSAL-INTERNATIONAL AUDIE MURPHY TO HELL AND BACK CinemaScope color by Technicolor
FROM COLUMBIA PICTURES THE BIGGEST, HAPPIEST CinemaScope COMEDY OF ALL MY SISTER EILEEN JANET LEIGH · JACK LEMMON in Technicolor!
FROM UNIVERSAL-INTERNATIONAL JOAN CRAWFORD JEFF CHANDLER Female on the Beach JAN STERLING HUNGRY FOR LOVE... SHE TOOK IT WHERE SHE FOUND IT!...
FROM UNITED ARTISTS: THE NIGHT OF THE HUNTER ROBERT MITCHUM SHELLEY WINTERS Original Direction by CHARLES LAUGHTON
FROM COLUMBIA PICTURES STEWART GRANGER JEAN SIMMONS FOOTSTEPS IN THE FOG Technicolor
FROM J. ARTHUR RANK ORGANIZATION "...the heroic attack of our midget submarines!" Sir Winston Churchill ABOVE US THE WAVES JOHN MILLS · JOHN GREGSON DONALD SINDEN · JAMES ROBERTSON JUSTICE
FROM UNITED ARTISTS: THE GREAT NOVEL BECOMES THE GREAT MOVIE!... NOT AS A STRANGER Olivia de Havilland Robert Mitchum Frank Sinatra Gloria Grahame Broderick Crawford Charles Bickford
THIS SEASON'S GREATEST ENTERTAINMENT
FROM UNITED ARTISTS! "GENTLEMEN MARRY BRUNETTES" Hilarious sequel to "GENTLEMEN PREFER BLONDES" JEANNE CRAIN JANE RUSSELL
FROM UNITED ARTISTS! AN AVALANCHE OF FURY!... BURT LANCASTER The Kentuckian CinemaScope DIANNE FOSTER · DIANA LYNN in Technicolor
FROM COLUMBIA PICTURES SIZZLING SCANDAL!... SPECIAL DELIVERY JOSEPH COTTEN EVA BARTOK
ODEON THEATRES (CANADA) LIMITED

ODEON THEATRES, with the co-operation of five distributing companies, are running the above as a 3-column ad in daily papers in the key centres across Canada. The five companies are Columbia, Empire-Universal, JARO, 20th-Fox and United Artists.

Chatter... That Could Matter!

By MAX CHIC

The showmanship being developed through **Famous Players'** "Profit Blitz for Fitz" and **Odeon's** "Live Like a King" contests, plus the many and varied promotions engineered by the distribution companies' publicity men should create a basis for a solid public relations program that could be worked into the **CMPIC** plans to publicize our industry . . . **Odeon's** publicity department headed by **Jim Hardiman** came up with a new twist for their managers on their current Drive, a slide trailer called **OdeonScope,** which was shown at special meetings of managers right across the country.

Four District Managers of **Famous Players, Gene Fitzgibbons, Mort Margolius, Ray Tubman** and **Jimmy Cameron** have stayed at the top in the weekly standings reported for the "Profit Blitz for Fitz" . . . **Len Bishop's** entry in the **Hadassah** Child Photo Contest copped one of the top prizes . . . **Jim Hardiman** was one of the judges at the **Quigley Awards** last week . . . **O. J. Silverthorne** at latest reports doing fine, but still hospitalized.

Sam Mantle of the **Parkdale,** Toronto, responsible for many a strained neck last week when he had **Gordie Hearn,** escape artist, dangling 50 feet high, from his roof . . . **Curly Posen's** daughter **Audrey** has become engaged and **Curly** is puzzled as to what he should pay for the orchestra at the wedding . . . **Louis Georgas** and his wife involved in a false and vicious rumor based on their Owen Sound Motel.

The official ceremony of laying the cornerstone for the new **National Film Board** building in Montreal took place on October 24 . . . completion of the building is expected sometime in the early spring with many departments already set to move and set up shop this winter . . . one of our favorite film studios, **Ealing,** has been sold to the BBC for TV . . . We can only hope that **Balcon** will continue to make films, many of which have become top grossers in past years.

Famous Players, Odeon, United Artists, MGM and Loew's Theatres all have booths displaying wares at Toronto Hadassah's Bazaar and Exposition this week . . . Fox star Richard Egan will be the guest of honor at the Bazaar during his visit to Toronto.

BASEBALL TROPHIES PRESENTED IN TORONTO. Presentation of J. J. Fitzgibbons Jr. Trophy for winning team to Captain Douglas Lowes of Theatre Confections Limited.

TORONTO WOMPI'S IN NEW ORLEANS for annual national WOMPI Convention. Back row: Olga Roden, Odeon; Jean McLennan, Odeon; Anne Kaplan, President Toronto Club, Paramount; Marjorie Dann, FPCC; Verlin Osborne, Retiring President International Association, Paramount, Dallas; Mary Colangelo, E.U. Front row: Carrie Watt, E.U.; Ruth Frankson, General Theatre; Florence Long, General Theatre; Gladys Rawnsley, U.A.; May Levandusky, Odeon.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
4th wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

SHEA'S
3rd wk. The Left Hand of God (20th-Fox) C'Scope & DeLuxe Color with Humphrey Bogart.

UNIVERSITY & EGLINTON
4th wk. Love is a Many-Splendored Thing (20th-Fox) C'Scope & Color with William Holden.

LOEW'S
The Kentuckian (UA) C'Scope & Tech. with Burt Lancaster.

UPTOWN
4th wk. To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.

ODEON & FAIRLAWN
Seven Cities of Gold (20th-Fox) C'Scope & Color with Richard Egan.

HYLAND & CHRISTIE
4th wk. I Am a Camera (Alliance) with Julie Harris.

BILTMORE & SAVOY
The Bar Sinister (MGM) C'Scope & Color with Jeff Richards.

MONTREAL

LOEW'S
3rd wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

CAPITOL
House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.

PALACE
Lady & The Tramp (E-U) C'Scope & Tech.

PRINCESS
Bengazi (RKO) Superscope with Richard Conte.

SNOWDON - OUTREMONT - STRAND - SEVILLE - KENT - AVON
2nd wk. Not As a Stranger (UA) with Olivia de Havilland.

WINNIPEG

CAPITOL
The Left Hand of God (20th-Fox) C'Scope & DeLuxe Color with Humphrey Bogart.

MET
Love Is a Many-Splendored Thing (20th-Fox) C'Scope & Color with Wm. Holden.

ODEON
The Night My Number Came Up (JARO) with Michael Redgrave.

GARRICK
My Sister Eileen (Col.) C'Scope & Tech. with Janet Leigh.

CALGARY

CAPITOL
It's Always Fair Weather (MGM) C'Scope & Color with Gene Kelly.

PALACE
Pearl of the South Pacific (RKO) Superscope & Tech. with Virginia Mayo.

GRAND
Footsteps in the Fog (Col.) with Stewart Granger.

VANCOUVER

CAPITOL
Trial (MGM) with Glenn Ford.

ORPHEUM
The McConnell Story (WB) C'Scope & WarnerColor with Alan Ladd.

STRAND
4th wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

VOGUE & ODEON
The Shrike (E-U) with Jose Ferrer.

ST. JOHN

PARAMOUNT
Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.

STRAND
Above Us the Waves (JARO) with John Mills.

STUDIO ROUND-UP

David Rose signs **Kathryn Grayson** for femme lead in "Port Afrique," which **Columbia** will have before the cameras next month, location North Africa. **Lyle Bettger** portrays the proverbial "Bad Man" in **Warner's** "The Lone Ranger."

Danny Kaye in New York conferring with **Paramount** executives on sales and promotional plans for his latest "The Court Jester." **Metro** signs **Donna Reed** to co-star with **Glenn Ford** in "Fearful Decision," suspense play of TV origin.

A new **DeMille** has entered show business with the debut of seven-year-old **Dianne DeMille,** granddaughter of the producer, in "The Ten Commandments," for **Paramount. Hal Makelim** assigned by **Harold Shumate** to do screenplay for "The Peacemaker," which is set to roll in September at **RKO.**

Two in a row for **Jimmy Cagney** at **MGM,** following his role in "Tribute to a Bad Man" he is featured in "All Our Yesterdays," replacing **Spencer Tracy** who had to withdraw from the picture due to illness.

Academy Award winner **Eva Marie Saint** signed by **Paramount** to co-star with **Bob Hope** in the VistaVision filmization of the comedy "King of Hearts." **UA** hands **Cary Grant** acting plum in **Stanley Kramer's** next multimillion dollar production, "The Pride and the Passion," based on the historical novel "The Gun."

Century, Hamilton,

Hamilton: With the re-opening of the Famous Players' Century Theatre at Hamilton, closed more than two months for renovations, Manager Mel Jolley revived his popular Saturday morning shows on Oct. 15, again under the auspices of the Hamilton Spectator Junior Press Club with the newspaper juvenile attendance but members of the Spectator organization get a five-cent reduction on the 20-cent admission price on presentation of membership cards.

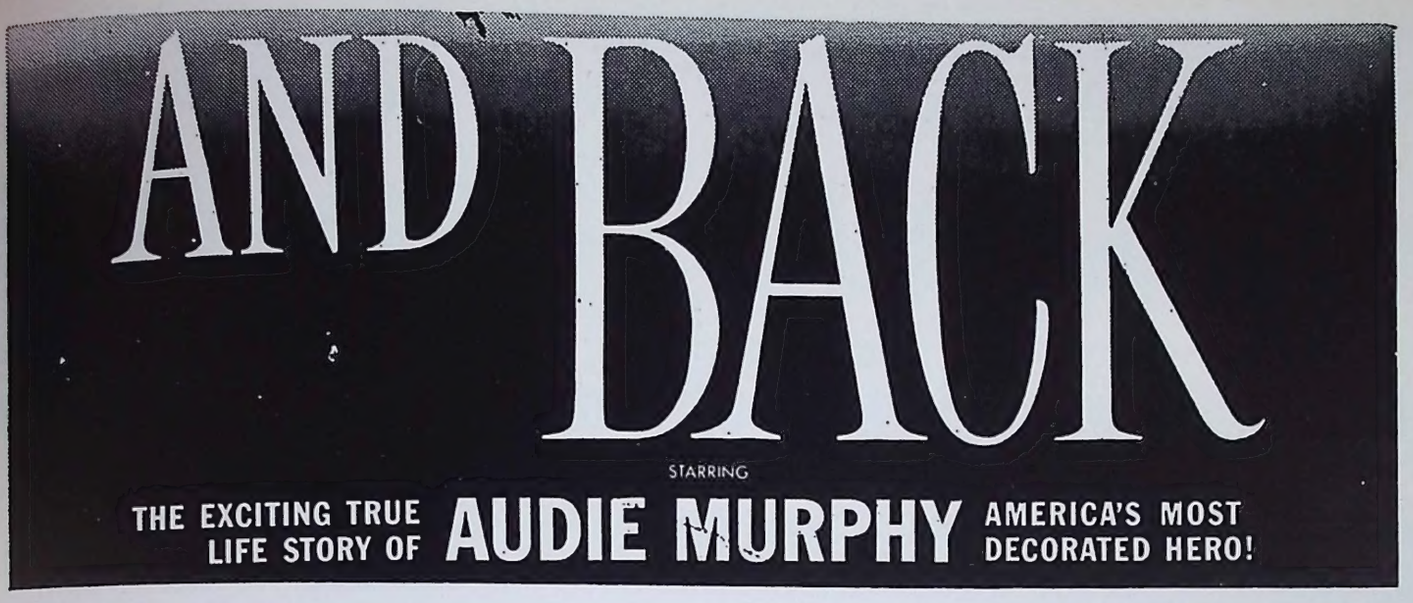
The Century's re-opening attraction was "Love Is a Many Splendored Thing".

It's Unbelievable . . .

SETTING NEW RECORDS

UPTOWN	Toronto	5th WEEK
GARRICK	Winnipeg	3 WEEKS
VOUGE	Vancouver	3 WEEKS
ODEON	New Westminster	2 WEEKS
ODEON	Ottawa	2 WEEKS
PALACE	Hamilton	2 WEEKS
GRAND	Calgary	2 WEEKS
RIALTO	Edmonton	2 WEEKS
ODEON	London	2 WEEKS
CASINO	Halifax	2 WEEKS
ODEON	North Bay	2 WEEKS
ODEON	Brantford	2 WEEKS
PALACE	St. Catharines	2 WEEKS
ODEON	Sarnia	2 WEEKS
ODEON	Guelph	2 WEEKS
PLAZA	Oshawa	2 WEEKS
ODEON	Kingston	2 WEEKS
ODEON	Fort William	2 WEEKS

IN CINEMASCOPE "TO HELL AND BACK" PRINT BY TECHNICOLOR



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McCARTHY	*Belleville*	NOW PLAYING
PALACE	*Galt*	NOW PLAYING
ODEON	*Port Arthur*	NOW PLAYING
CENTURY	*Sudbury*	NOW PLAYING
CENTRE	*Owen Sound*	NOW PLAYING
VANITY	*Windsor*	NOW PLAYING
CAPITOL	*Moncton*	NOW PLAYING
TIVOLI & BROADWAY	*Saskatoon*	NOW PLAYING
ODEON	*Peterboro*	NOW PLAYING

OPENS

CAPITOL	*Lethbridge*	NOVEMBER 3
STRAND	*St. John*	NOVEMBER 4
BILTMORE	*Soo*	NOVEMBER 7
CENTRE	*Chatham*	NOVEMBER 7
EMPIRE	*Quebec*	NOVEMBER 11
GRAND & REX	*Regina*	NOVEMBER 14

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